

IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently amended) A computer-implemented method for the optimization of a process, comprising:
 - matching a plurality of customers to a profile;
 - selecting an action from a set of actions associated with the profile using an first action selection algorithm ~~wherein the algorithm is based at least in part on a response distribution;~~
 - [[and]]
 - presenting the action to a customer of the plurality of customers associated with the profile;
 - receiving a response to the action from the customer;
 - ~~updating the first algorithm based on a response forecast; and~~
 - repeating the selecting, presenting, and receiving steps for each customer of the plurality of customers so as to determine a distribution of customer responses to the actions;
 - ~~selecting another action from the set of actions using the updated first algorithm[[.]];~~
 - on the computer, analyzing the distribution of responses to all actions of the set of actions presented to the customers associated with the profile, wherein the analysis identifies one action of the set of actions having a desired outcome; and
 - on the computer, updating the action selection algorithm, wherein future actions presented to customers associated with the profile are selected based on the updated action selection algorithm.
2. (Currently amended) The method of claim 1, wherein matching the plurality of customers to the profile further comprises collecting information on the plurality of customers.
3. (Original) The method of claim 2, wherein collecting information further comprises augmenting the information with external sources.
4. (Currently amended) The method of claim 3, wherein matching the plurality of customers to the profile further comprises defining a customer need.
5. (Canceled).

6. (Currently amended) The method of claim ~~[[2]]~~ 1, wherein the set of actions is specific to the profile.
7. (Currently amended) The method of claim 6, wherein the ~~first~~ action selection algorithm uses a history of responses for the profile in selecting ~~[[the]]~~ an action from the set of actions.
8. (Currently amended) The method of claim 6, further comprising formulating ~~[[the]]~~ a response forecast using at least one customer's response.
9. (Original) The method of claim 8, further comprising updating the response forecast based on the at least one customer's response.
- 10 - 11. (Canceled)
12. (Currently amended) A system for the optimization of a process, comprising a machine readable media containing instructions translatable for causing the machine to:
 - ~~matching~~ match a plurality of customers to a profile;
 - ~~selecting~~ select an action from a set of actions associated with the profile using ~~an~~ first action selection algorithm ~~wherein the algorithm is based at least in part on a response distribution; [[and]]~~
 - present the action to a customer of the plurality of customers associated with the profile;
 - receive a response to the action from the customer;
 - ~~updateing the first algorithm based on a response forecast; and~~
 - repeat the select, present, and receive steps for each customer of the plurality of customers so as to determine a distribution of customer responses to the actions;
 - ~~selecting another action from the set of actions using the updated first algorithm[[.]];~~
 - on the computer, analyze the distribution of responses to all actions of the set of actions presented to the customers associated with the profile, wherein the analysis identifies one action of the set of actions having a desired outcome; and
 - on the computer, update the action selection algorithm, wherein future actions presented to customers associated with the profile are selected based on the updated action selection algorithm.

13. (Currently amended) The system of claim 12, wherein matching the plurality of customers to the profile further comprises collecting information on the plurality of customers.
14. (Original) The system of claim 13, wherein collecting information further comprises augmenting the information with external sources.
15. (Currently amended) The system of claim 14, wherein matching the plurality of customers to the profile further comprises defining a customer need.
16. (Currently amended) The system of claim 13, wherein matching a plurality of customers to a profile is done using a second algorithm.
17. (Original) The system of claim 13, wherein the set of actions is specific to the profile.
18. (Canceled).
19. (Currently amended) The system of claim ~~[[18]]~~ 12, further comprising formulating ~~[[the]]~~ a response forecast using at least one customer's responses.
20. (Original) The system of claim 19, further comprising updating the response forecast based on the at least one customer's response.
- 21 - 22. (Canceled)
23. (Currently amended) A computer-implemented method for selecting an action to be presented to a customer, comprising:
 - identifying a set of actions to be presented to a plurality of customers associated with a profile;
 - selecting an action from the set of actions using an action selection algorithm ~~wherein the algorithm is based at least in part on a response distribution~~;
 - presenting the action to a customer in the plurality of customers associated with the profile;

receiving a response to the action from the customer;
repeating the selecting, presenting, and receiving steps for each customer of the
plurality of customers so as to determine a distribution of customer responses to the actions;
on the computer, analyzing the distribution of responses to all actions of the set of
actions presented to the customers associated with the profile, wherein the analysis identifies
one action of the set of actions having a desired outcome; and
~~updating a response based on a customer's response;~~
on the computer, updating the action selection algorithm based on the response
distribution; and
~~selecting another action from the set of actions using the updated first algorithm.~~

24. (Currently amended) The method of claim 23, wherein the set of actions is specific to
[[a]] the profile.

25-27. (Canceled).

28. (Currently amended) A system for selecting an action to be presented to a customer,
comprising a machine-readable media containing instructions ~~translatable~~ executable for
causing the machine to:

select a customer from a plurality of customers associated with a profile;
~~identifying~~ identify a set of actions associated with the profile;
~~selecting~~ select an action from the set of actions using an action selection algorithm,
wherein the action selection algorithm is based at least in part on a set of forecasted response
distributions and a set of business objectives;
~~updateing~~ repeat the select, present and receive steps for each customer of the plurality
of customers so as to determine a distribution of customer responses to the actions;
analyze the distribution of responses to all actions of the set of actions presented to the
customers associated with the profile, wherein the analysis identifies one action of the set of
actions having a desired outcome;
~~a response forecast based on the customer's response; and~~
~~updateing~~ update the action selection algorithm, wherein future actions presented to
customers associated with the profile are based on the response forecast updated action
selection algorithm; and

~~select another action from the set of actions using the updated first algorithm.~~

29. (Original) The system of claim 28, wherein the set of actions is specific to a profile.

30 - 32. (Canceled).

33. (Currently amended) A method for the optimization of a process, comprising:
 matching a plurality of customers to a profile;
 selecting an action from a set of actions associated with the profile based on an
~~algorithm wherein the algorithm is based at least in part on a response distribution~~ a response
forecast;
 presenting the action to ~~[[the]]~~ a in the plurality of customers;
 receiving a ~~customer's~~ response to the action from the customer;
 repeating the steps of selecting, presenting and receiving a response to an action for
each customer of the plurality of customers so as to determine a distribution of customer
responses to the actions;
 analyzing the distribution of responses to all actions of the set of actions presented to
the customers associated with the profile, wherein the analysis identifies one action of the set of
actions having a desired outcome;
 updating a response forecast distribution based on the ~~customer's-response~~ distribution;
and
 updating the action selection algorithm based on the updated response forecast; and
 ~~selecting another action from the set of actions using the updated first~~ action selection
algorithm.